



## SYSTEM AND METHOD FOR PURCHASING LINKED WITH BROADCAST MEDIA

### BACKGROUND OF THE INVENTION

#### **[0001] 1. Field of the Invention**

**[0002]** The present invention generally relates to broadcast media and the sale of goods and services using the media. More particularly, the invention relates to a system and method to allow remote purchases of goods and services based upon advertising in broadcast media.

#### **[0003] 2. Description of the Related Art**

**[0004]** Broadcast media, such as radio and television, has been advertising goods and services for audience purchase since the inception of the media. In typical advertising situations, the broadcast media will include a description of the good or service such that the listener or viewer can learn at least the identity or brand name of the good or service and potentially some of the benefits and desirability of purchase. In some instances, the specific physical location where one can purchase the good or service is also disclosed.

**[0005]** More recently, there has been advertisement conducted in broadcast media that is linked with another communication media, such as telephone or Internet access, whereby a person seeing a good or service advertised can affect purchase of the good or service through contacting a sales department through a separate communication media. For example, if a radio listener were to hear a certain service advertised with a telephone number given, he or she could call the telephone number either upon hearing it, or record the number and call at some point thereafter. With the advent and pervasiveness of cellular telephones, persons driving in cars or otherwise remotely listening to broadcast radio can likewise purchase goods or services in this manner. There have also been specific dedicated advertising broadcast channels of media, radio, television, and satellite, which only advertise goods and services for purchase. These channels typically have a dedicated phone number and/or Internet sites for audience purchase, and give a specific identifier to the goods and services being sold, such as a predetermined product code or number, so that the purchaser need only

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